

Revised 7-25-16

Print Date 07/25/16 15:32:01

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ORDER

NBC Right Now
KNDO 23 KNDU 25

Orders
Order / Rev: 94064
Alt Order #: 25248501
Product Desc: 7/19-25/16 Flight
Estimate:
Flight Dates: 07/19/16 - 07/25/16
Original Date / Rev: 07/25/16 / 07/25/16
Order Type: GENERAL

KNDO - KNDU

Primary AE: Lauren Fellner
Sales Office: K-DC
Sales Region: NAT

Agency
Name: Shorr,Johnson,Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St., Suite 602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Inslee for Governor
Demographic: A35+
Product Codes: PL Candidate
Priority: P-3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/16	07/25/16	35	\$3,950.00	\$3,357.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	35	\$3,950.00	\$3,357.50	0.00
Totals	35	\$3,950.00	\$3,357.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lauren Fellner	K-DC	NAT	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KNDO - KNDU	45%	\$3,950.00
Market	100%	\$8,777.78

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAPP	0%	\$0.00
KAPP+	0%	\$0.00
KCYU	0%	\$0.00
KCYU+	25%	\$2,194.44
KEPR	0%	\$0.00
KFFX	0%	\$0.00
KIMA	0%	\$0.00
KIMA+	30%	\$2,633.33
KLEW	0%	\$0.00
KNDO+	0%	\$0.00
KNDU	0%	\$0.00
KVEW	0%	\$0.00
KYVE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	07/19/16	07/25/16	NORTHWEST TODAY 10M	COM	5-6AM	-1111--	:30	0	\$35.00	P-3	0.00	NM	5	\$175.00
				NORTHWEST TODAY 5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	07/19/16	07/25/16	NORTHWEST TODAY 5AM NORTHWEST TODAY 5AM	CM	5-6AM	-1111--	:30	0	\$35.00	P-3	0.00	NM	5	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-1111--		4				\$35.00		0.00			
		Week: 07/25/16	07/31/16	M-----		1				\$35.00		0.00			
2	All	07/19/16	07/25/16	NORTHWEST TODAY 6AM NORTHWEST TODAY 6AM	CM	6-7AM	-----	:30	0	\$90.00	P-5	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-1111--		4				\$90.00		0.00			
		Week: 07/25/16	07/31/16	M-----		1				\$90.00		0.00			
3	All	07/19/16	07/25/16	7AM M-F TODAY SHOW	CM	7-9AM	-----	:30	0	\$90.00	P-5	0.00	NM	10	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-2222--		8				\$90.00		0.00			
		Week: 07/25/16	07/31/16	M-----		2				\$90.00		0.00			
4	All	07/19/16	07/24/16	7PM M-F WHEEL OF FORTUNE	CM	7-7:30PM	----F--	:30	0	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	----F--		1				\$200.00		0.00			
5	All	07/19/16	07/24/16	730PM M-F JEOPARDY	CM	7:30-8PM	----F--	:30	0	\$215.00	P-4	0.00	NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	----F--		1				\$215.00		0.00			
6	All	07/19/16	07/25/16	LOCAL NEWS :11@11: M-F LOCAL NEWS :11@11: M-F	CM	11-11:35PM	-----	:30	0	\$110.00	P-4	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-1111--		4				\$110.00		0.00			
		Week: 07/25/16	07/31/16	M-----		1				\$110.00		0.00			
7	All	07/19/16	07/24/16	TUESDAY 10-11PM WHEEL OF FORTUNE (10:00 PM-10:30 PM)	CM	10-10:30PM	-T-----	:30	0	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-T-----		1				\$200.00		0.00			
8	All	07/19/16	07/24/16	TUESDAY 10-11PM JEOPARDY (10:30 PM-11:00 PM)	CM	10:30-11PM	-T-----	:30	0	\$215.00	P-4	0.00	NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	-T-----		1				\$215.00		0.00			
9	All	07/19/16	07/24/16	WEDNESDAY 10-11PM WHEEL OF FORTUNE (10:00 PM-10:30 PM)	CM	10-10:30PM	--W----	:30	0	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	--W----		1				\$200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	07/18/16-07/24/16		WEDNESDAY 10-11PM		10-10:30PM (10:00 PM-10:30 PM)	--W-----	:30		(\$200.00)		0.00	NM		
		See MG 9.2 [DNA--Coverage of RNC Ran long]													
2	All	07/25/16-07/25/16		LOCAL NEWS @ 6 M-F LN		6-6:30PM	M-----	:30		\$200.00		0.00	NM		
		Ⓜ MG for 9.1 07/20													
10	All	07/19/16	07/24/16	WEDNESDAY 10-11PM JEOPARDY (10:30 PM-11:00 PM)	CM	10:30-11PM	--W----	:30	0	\$215.00	P-4	0.00	NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	--W----		1				\$215.00		0.00			
11	All	07/19/16	07/24/16	THURSDAY 10-11PM WHEEL OF FORTUNE (10:00 PM-10:30 PM)	CM	10-10:30PM	---T---	:30	0	\$200.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/18/16	07/24/16	---T---		1				\$200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	07/18/16-07/24/16		THURSDAY 10-11PM		10-10:30PM (10:00 PM-10:30 PM)	---Th----	:30		(\$200.00)		0.00	NM		
		Credited													
12	All	07/19/16	07/24/16	THURSDAY 10-11PM JEOPARDY (10:30 PM-11:00 PM)	CM	10:30-11PM	---T---	:30	0	\$215.00	P-4	0.00	NM	2	\$215.00

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KNDU - KNDU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	All	07/19/16	07/24/16	THURSDAY 10-11PM JEOPARDY	CM	10:30-11PM (10:30 PM-11:00 PM)	---T---	:30	0	\$215.00	P-4	0.00	NM	2	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/18/16	07/24/16	---T---			1		\$215.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	All	07/18/16-07/24/16		THURSDAY 10-11PM		10:30-11PM	(10:30 PM-11:00 PM)---Th-----	:30		(\$215.00)	0.00	NM			
See MG 12.2, 12.3 [DNA--RNC Ran Long-Spartan aired entierty,joined JEP in Progress 10:45pm]															
2	All	07/25/16-07/25/16		LOCAL NEWS @ 5 M-F LN	5-5:30PM		M-----	:30		\$200.00	0.00	NM			
Ⓜ MG for 12.1 07/21															
3	All	07/25/16-07/25/16		2PM M-F	2-3PM		M-----	:30		\$15.00	0.00	NM			
Ⓜ MG for 12.1 07/21															
13	All	07/25/16	07/25/16	MONDAY 10-11PM WHEEL OF FORTUNE	CM	10-10:30PM (10:00 PM-10:30 PM)	M-----	:30	0	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/25/16	07/31/16	M-----			1		\$200.00	0.00					
14	All	07/25/16	07/25/16	MONDAY 10-11PM JEOPARDY	CM	10:30-11PM (10:30 PM-11:00 PM)	M-----	:30	0	\$215.00	P-4	0.00	NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/25/16	07/31/16	M-----			1		\$215.00	0.00					
													Totals	35	\$3,950.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>KNDO / KODU</u> <u>Yakima / Richland / Kennewick / Pasco</u>	Date: <u>7/13/2016</u>
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I, Shorr Johnson Magnus,

being/on behalf of: Jay Inslee,

a legally qualified candidate of the Democratic

political party for the office of: Governor

in the Primary

election to be held on: August 2, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Attach proposed schedule with charges (if available): \$ 3,950.00

I represent that the payment for the above described broadcast time has been furnished by:

Jay Inslee for Washington

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Phillip Lloyd

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

7/13/2016

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Elaine Keller
Printed Name

Nat'l Sales Assistant
Title